

AUGUST

2021



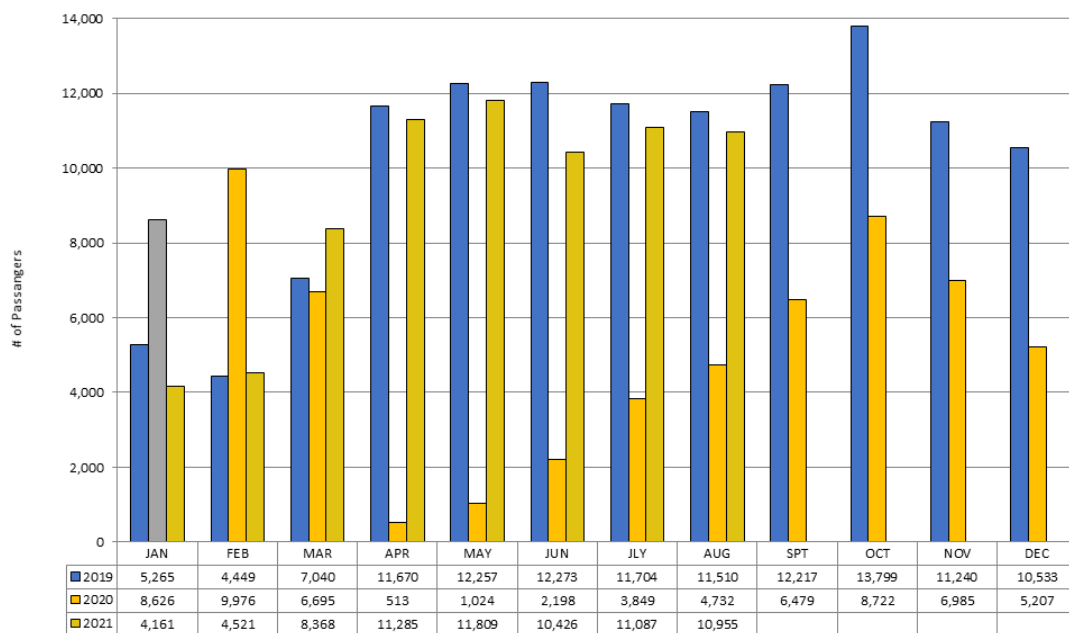
AIRPORT STATS:

Each month the Flagstaff Airport receives and tracks information on **passenger enplanements, fuel sales, and operations**. This information is presented to the Airport Commission for questions, comments, or further explanations on variations. Each tracking has importance to our airport for the following reasons shared below.

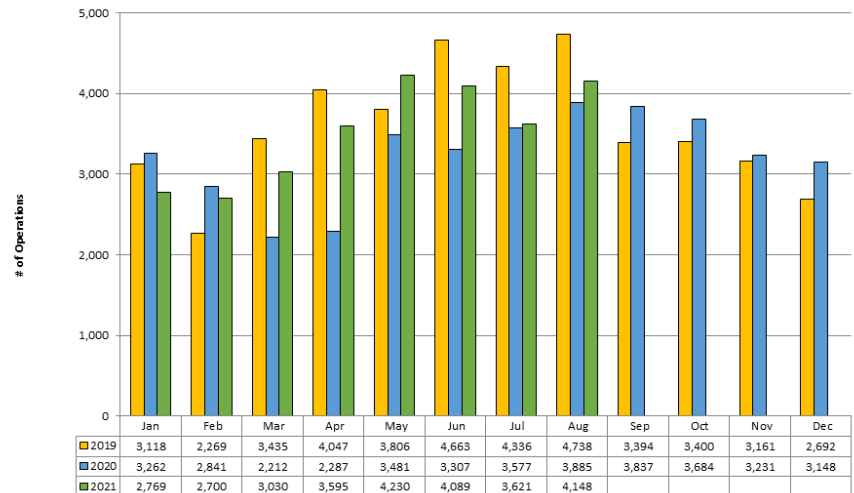
ENPLANEMENTS assist in showing growth which is important to an air carrier when looking to add routes, more days, etc.

- **10,955 total enplanements for AUGUST**...only 555 shy of 2019 numbers.
- 11 flights daily - 3 to Denver, 3 to Dallas Fort Worth, and 5 to Phoenix – **Please Fly Flagstaff First!**

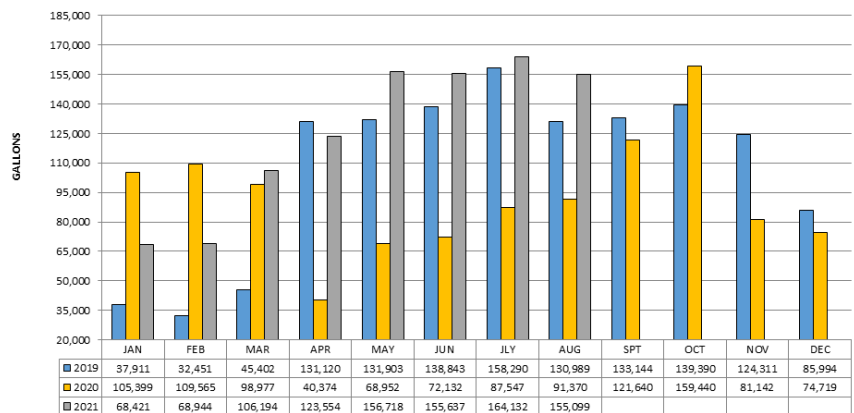
**ENPLANEMENTS
2019-2021**



OPERATIONS, which is either one take-off or one landing, show just how busy the airport is from month to month. **Total was 4,148 which is still not meeting 2019 numbers but an increase from 2020.**



FUEL SALES is an economic indicator for business traffic and air carrier traffic, which tend to be an indicator for which direction the economy is going. **Fuel sales continue to beat 2019 numbers!**



SECOND PARKING LOT PROGRESS:

The parking lot should be completed by October 2021 with a paid parking model established by January 2022. There will still be free parking options as well as short and long-term pricing. All revenues will go directly to funding airport operations for the future and assuring that all people parked are there for airport use.

TERMINAL EXPANSION DISCUSSION: Staff met with our on-call engineer firm to discuss the design of expansions to the terminal in both the hold room and the ticket counter areas. We have asked our engineers to give us a cost for this scope of work which we plan on starting in 2022. The costs will be covered under the CARE's act as operational needs.

DEN PHX DFW

NEW DAILY FLIGHTS ADDED!

THANK YOU FOR FLYING FLAGSTAFF FIRST

FLAGSTAFF AIRPORT
GRAND DESTINATIONS
FLAGSTAFF PULLIAM AIRPORT - EST 1948
STAY & PLAY RESPONSIBLY

THUNDER OVER FLAGSTAFF EVENT: Was held this month for the first time since August 2019. Approximately 4,000 members of the public attended this year. The event promotes the airport as well as youth in aviation and our veterans serving and who have served. The local chapter of the Experimental Aircraft Association (EAA) puts this event on with an all-volunteer staff. They do accept donations which go directly to sending several local youths to the annual Oshkosh Summer Camp. This year the event hosted over 200 cars in a car show, multiple food trucks, local aircraft on display, with the aircraft at center stage being a KC-135 from MacDill Air Force Base in Tampa, Florida. People were able to tour the aircraft and meet the crew who answered questions. The pilots of the EAA fly kids age 8-17 free during the event. Typically, between 200-250 kids are flown during the event. This event has been held 11 out of the last 14 years.



PARKFLAG:

COMMUNITY WELCOME WALKABOUT:

We met with EUROW and the DBA and discussed a new plan to install signage in the ADA lot on North Leroux to alleviate congestion caused by unlawful deliveries occurring in the lot. We also met with the DBA to discuss and provide parking stats for the DBA to share with their board members.

ParkFlag participated in the Community Welcome Walkabout in the Southside Neighborhood. We welcomed back NAU students and visited with our current residents and encouraged everyone to be good neighbors.

Parking Aides continue to be Ambassadors for the City of Flagstaff, answering questions, encouraging proper parking, and sanitizing kiosks daily.



OPERATIONAL:

- ParkFlag ordered new Courtesy Curbside Parking signs through a local sign shop. Unfortunately, due to back orders and shipping delays we are still waiting for the finished product.
- ParkFlag offered Stefanie Vaughn the Lead Parking Aide position. Stefanie has been the interim Lead Aide for nearly 18 months.
- ParkFlag continues to update the new permit system. Link codes have been sent out to all Employee permit holders, Residential permit holders, and Facility 5 (County) permit holders. We are currently working on Facility 1 permits (City Hall)
- Parking Aides continue to conduct parking occupancy counts. Unaudited numbers show that we are currently operating at about 70% of our previous year's revenues.



BEAUTIFICATION AND ARTS & SCIENCE:

COMPLETED PROJECT: BUS ART INSTALLED



Climate Change and Hope Artwork on Mountain Line Buses

Artwork centering **climate change and hope** are displayed within the rear ad spaces of five Mountain Line buses! This project is a collaboration between the Beautification and Public Art Commission and the Sustainability Commission, and accomplishes several goals: to spread hopeful climate change messaging, beautify our streetscape, and provide opportunity for artists in our community. Designs by five artists, including two high school students, were selected by community members and can be found circulating throughout Flagstaff over the next year.

Meet the Artists:

Dana Kamberg is a local artist best known for her graphic illustration and portraiture work. Her work has been featured in The Heartbox Gallery in downtown Flagstaff, the Refuse des Salon show in Sedona, and CreateMagazine. Dana was involved in the recent mural for Salsa Brava off Route 66. Looking ahead, she intends to continue her work in community-based projects, and further her personal exploration in utilizing portraiture as a means of representation and advocacy.





Beau Arenas Ortiz is a recent high school graduate who works in the fields of graphic design and visual arts. He earned a Graphic Design certificate and an Adobe Photoshop certificate at Flagstaff High School. He's passionate about climate change issues and hopes to spark a change with his designs.

Kayley Quick is a Flagstaff-based artist that uses a variety of mediums to create work - both physical and digital. Kayley graduated with a degree in Art Education in 2009 from NAU, and currently teaches Graphic Design at Flagstaff High School.



My name is **Luke Giles**, I am a senior at Flagstaff High School. I have a technical mind, I love graphic design, and I have a big soft side. The things that matter most to me are finding love, loving a job that I will work for (for the rest of my life), and cherishing the things that I already have.

Nate Nise is a photographer and graphic designer from Arizona who gets his inspiration from the natural landscapes of the Earth. His goal is to continue exploring landscapes around the world, showcasing one-of-a-kind locations and emphasizing the importance of protecting them.



STAFF ANNOUNCEMENTS:

Welcome MacKenzie!: The Beautification, Arts and Sciences team has a new addition, MacKenzie Chase, our new [AmeriCorps VISTA](#) member. MacKenzie Chase has called Flagstaff home for the past 10 years. She graduated from Northern Arizona University with a bachelor's degree in journalism and worked in the news industry for six years, mainly focusing on the arts and culture beat and getting to know the community's creative scene. The intersections of art, sustainability and science particularly draw her interest both as an art appreciator and an occasional multimedia artist. In her free time, MacKenzie volunteers with High Country Humane, the Azulita Project and Theatrikos Theatre Company, and takes classes at Momentum Aerial.

PROJECTS:

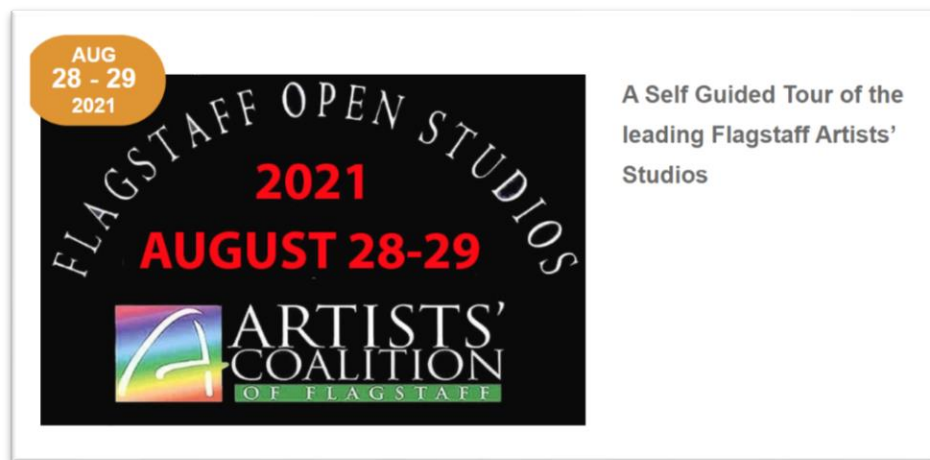
- **Airport Parking Lot:** Design received the go-ahead from Risk Management after review of the water jet cut sample from the artist.
- **Courthouse Exterior Art:** Lighting for the piece was installed; take a look after dusk sometime to see the effect!
- **Downtown Connection Center:** Staff presented the site Master Plan for art to upper management for review of approach and preliminary projects. The artists and staff also presented preliminary art concepts at the August 9 Beautification and Public Art Commission (BPAC) meeting.
- **Historic Southside Community Garden Placemaking and Landscape Plan:** Staff presented the scope to the Southside Community Association, and met with TerraBirds (the managers of the garden) to discuss scope specifics and next steps for the community garden placemaking project to bring elements like art benches, an entry or public art to the garden.
- **Library Entry:** The City team and artist presented a prototype to the City Manager for safety review and received his approval, to be included in his report to City Council. A design team charette was held on lighting and furnishings for project.
- **Theatrikos Improvements:** Staff met with Theatrikos on their plans and activities for site improvements to prepare for the fall budget retreat.

- **Traffic Signal Cabinets Pilot Project: Lightning Strikes Twice:** The large cabinet at Butler & San Francisco had to be replaced due to a lightning strike (just like the wrap on Gemini that was also struck earlier this summer!). These wraps will be replaced in September.
- **Traffic Signal Cabinet Art Wraps 2021:** Staff presented artists and proposals to BPAC for approval. Staff also met with the Dortha/West Artist to finalize a concept to take back to the selection panel.

PROGRAMS:

- **Creative Flagstaff Event for Grantees:** A celebratory event for this year's recipients of general operating support grants for Flagstaff's art, science and culture nonprofits was held at the Coconino Center for the Arts. Staff provided talking points for Mayor Deasy for the event.
 - **About 30 organizations received this support,** provided through funding from the City's BBB (Bed, Board and Beverage) tax.
- **Beautification in Action Grant Deadline Approaching:** Staff created outreach materials and sent information to our email list for the upcoming September deadline for these grants. For the grant application, please visit: <https://www.flagstaff.az.gov/4411/Public-Art-and-Beautification-Opportunit>

HIGHLIGHTED AUGUST EVENT FROM A NONPROFIT SUPPORTED BY CITY BBB FUNDS



Find out more about this tour: <https://www.flagstaff365.com/event/the-23rd-flagstaff-open-studios/>

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

BUSINESS ATTRACTION:

ATTRACTION EFFORTS:

UACJ Whitehall Industries – Have officially shipped their first delivery of fabricated automotive components to Tesla. They are finishing the last of their tenet improvements at the former Walgreens location and have hired 20+ employees so far. They plan to continue with their hiring process over the next several months as they gain additional capacity to begin additional shifts. Lastly, the grand opening ceremony for Whitehall has been rescheduled to October to coincide with Manufacturing Month and to allow their CEO/President and VP to attend.



Arizona Coyotes – Recently came to visit Flagstaff to discuss potential opportunities in the region for their hockey team. Coconino County, the City of Flagstaff, the Economic Collaborative of Northern Arizona (ECoNA), and NAU facilitated a tour and several discussions with members of the Coyotes executive team. Special thanks to our Recreation Section that provided a tour of Jay Lively.

INCENTIVES:

- The marketing materials for all three business attraction incentives have been attached to this report. Please share these updated flyers with anyone that may be interested in taking advantage of these great opportunities.
- Staff conducted a roadshow this past month and visited every local dealership in Flagstaff to make them aware of the updated Sustainable Automotive Sales Tax Rebate policy. Several of the dealers said they would certainly benefit from the recent revisions approved by Council and expect additional sales from this incentive.
- Staff recently went on KAFF Radio to discuss the Business Retention and Expansion and Business Attraction incentives. Staff also highlighted several other economic development successes that the City has had over the past several months. To listen to this segment please click [here](#).

A graphic titled "POWER UP FLAGSTAFF" with the subtitle "Fuel-Efficient Vehicle Rebates". It features an illustration of an orange car at a charging station. To the right is a table showing rebates for different vehicle types, categorized by Local and Non-Local residents. A note at the bottom right states that for those earning less than \$50,000 per year, an additional \$250 incentive is available.

REBATES	LOCAL	NON-LOCAL
All Electric Vehicles	2.0%	1.8%
Hybrid / Plug-in Electric Hybrid Vehicles <small>(Minimum MPG Requirement: 40 MPG City Rating)</small>	1.6%	1.4%
Fuel-Efficient Vehicles <small>(Minimum MPG Requirement: 30 MPG City Rating)</small>	0.7%	0.5%
Income-Based	For those individuals that earn less than \$50,000 per year, there is an additional \$250 incentive available	

AIRPORT 31.45 ACRE PARCEL:

- The Airport 31.45-acre master development process is continuing to progress. Staff has been meeting with Genterra regularly for the past several months, negotiating a ground lease agreement. The next phase in this process will be to bring this ground lease to Council for approval. This ground lease will outline many important aspects of this parcel's development and will also include the revenue structure that will ultimately benefit and support our growing airport. Staff hopes to bring this item to Council for approval in Sept/Oct. and both teams have been reviewing various financial models to ensure the best outcome and use of this site.

OTHER ATTRACTION HIGHLIGHTS:

- Atria – Will open in the next several weeks (Downtown).
- Teatro – A new Italian restaurant has been announced (Downtown).
- Lumberjack Pizza– Has taken the place of Famous Pizza on Route 66.
- Foret – French coffee, pastries, and sandwiches has opened on Phoenix Avenue.
- Several New Restaurants/Retail Stores – Have been announced and will fill some of the vacant space at the bottom of several multi-family/student housing developments. These new businesses include a burger joint, barber shop, gym, etc. Staff will confirm the name and location of these businesses once leases have been signed.
- The former Albertsons building is currently undergoing tenet improvements to house two new businesses. We are pleased to announce that Big Lots and Goodwill are likely going to fill this renovated space.
- A complete list of all the ongoing and scheduled development in Flagstaff can be found [here](#). This Development Status Report was updated this August by our Community Development Division.

UPCOMING EVENTS:

- *Whitehall Grand Opening Ceremony* – Mid to End October (Official Date TBD)
- *Arizona Association for Economic Development (AAED)* – Oct 27th -29th

- AAED is hosting their fall forum in Flagstaff at Little America. If you are interested in attending, please click [here](#).

BUSINESS RETENTION & EXPANSION:

MEDIA:

BR&E and Business Attraction Managers visited the KAFF Radio studio to discuss incentive programs available for Flagstaff businesses and residents and to present recent economic development successes.



PROJECT UPDATES:

INNOVATE WASTE/CARBON DIOXIDE REMOVAL CHALLENGE: Economic Development is building upon the successful partnership with Sustainability to inspire a broader base of entrepreneurship.

- Entrepreneurs are invited to divert material from the waste stream and convert that material into a product or service that results in a new viable business.
- Carbon Dioxide Removal is a new element of the challenge inviting entrepreneurs to develop unique ways to capture CO₂.
- Details are in development. The challenge will occur in November.

ANALYTICS PROGRAM: Economic Development staff has secured a new analytics provider called Placer.AI.

- The mobile analytics provider known as placer.ai delivers psychographic data for areas of interest by geo-fencing specific locations or general areas.
- Placer.ai takes demographics to a new level as they combine the Mosaics delivered by Experian with the GPS systems in mobile phones to understand consumer behaviors and travel patterns.

COMMERCIAL KITCHEN EXPLORATIONS: LocalFirstAZ convened a group of food producers and chefs to discuss the delivery of a commercial kitchen to northern Arizona.

- LocalFirstAZ worked with city staff, Moonshot@NACET, and other area partners to make this long-anticipated meeting a reality.
- As an introductory meeting, it was a success with more work to be done to understand the opportunity and to chart the pathway to implementation.

PROGRAM UPDATES:

BUSINESS RETENTION AND EXPANSION INCENTIVE (BR&E-I): The second round of the BR&E-I has opened and closed. Staff received 8 applications for the competitive BR&E Incentive program.

- A review team comprised of city staff and external partners will review and score the applications.
- Applications have been received from the following Flagstaff businesses: POBA Medical, Heet Shield, Flagstaff Foods, Laura Chamberlin Professional Chef, Dark Sky Brewing, Katalyst, ATC Materials, and Bonnie Stevens' Communication Station.



ARIZONA@WORK COCONINO COUNTY: Workforce development is top priority as seen through the last week of activity.

- **The Performance Excellence Committee:** This committee met to advance the effort of mastering the Workforce Innovation and Opportunity Act legislation so that the local area may be even more successful in delivering workforce solutions.
- **The Quality Workforce Committee:** This committee met to continue the development of marketing materials of previous efforts, the collection of workforce resources in the region, and determination of future efforts.
- **Executive Director Interviews:** Three terrific candidates were interviewed for the Executive Director position. The interview team will advance all applicants into a second round of questions before any offers may be discussed.

ARIZONA@WORK COCONINO COUNTY EXECUTIVE DIRECTOR SEARCH: During the month of August, a team of County Staff and local area workforce development board members interviewed three highly qualified people for the Executive Director position.

- The Coconino County Human Resources Director is currently communicating with the candidates to fill this critical role for regional workforce development efforts.

ECONOMIC DEVELOPMENT ADMINISTRATION (EDA): The EDA is rolling out more of the American Rescue Plan programs to assist communities to get back on their feet!

- BR&E staff attended individual program webinars to learn more about the collection of programs designed to assist the post-COVID economy. EDA program webinars attended were on the following topics:
 - Build Back Better Regional Challenge
 - Good Jobs Challenge
 - Economic Adjustment Assistance
 - Indigenous Communities
 - Travel, Tourism and Outdoor Recreation
 - Statewide Planning, Research and Networks
 - Coal Communities Commitment
- Staff has convened a group of internal and external partners to explore ways to bring money from as many of these programs as possible to our region as every one of them has distinct applicability to our communities. The group met and determined to explore the Notices of Funding Opportunities (NOFO's) and the regional Comprehensive Economic Development Strategy (CEDS) adopted by the Northern Arizona Council of Governments known as NACOG.
- Staff learned that total amounts that may be available through the EDA for specific the following specific programs in our region which is comprised of Alaska, Washington, Idaho, Oregon, California, Nevada, and Arizona:
 - Travel, Tourism and Outdoor Recreation - \$57,756,370
 - Economic Adjustment Assistance – 59,366,794
 - Indigenous Communities - \$43,861,932
- The remainder of the American Rescue Plan Act programs will be awarded by the Department of Commerce. Those programs and their amounts are the following:
 - Good Jobs Challenge - \$500 million total, with 25 – 50 awards anticipated
 - Statewide Planning, Research & Networks:
 - Planning – up to \$1 million
 - Research - \$200,000 to \$600,000
 - Community of Practice Awards - \$2 – 6 million

- Build Back Better Regional Challenge:
 - Phase I – Technical Assistance Grants \$500,000
 - Phase II Implementation - \$25 – 75 million (up to \$100 million)

ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) ECONOMIC ADJUSTMENT ASSISTANCE GRANTS: Team Flagstaff is preparing two grant applications for projects listed in the Northern Arizona Council of Governments (NACOG) the Comprehensive Economic Development Strategy known as the CEDS.

- Projects at the interchange at Interstate 17 and John Wesley Powell (JWP) Boulevard are the focus areas for the two applications. One relates to transportation improvements related to the expansion of Northern Arizona Healthcare (NAH)-Flagstaff Medical Center (FMC) campus, and the other relates to the infrastructure requirements for the 31.45-acre project near the Flagstaff Pulliam Airpark.



LIBRARY MONTHLY STATS: From JUNE AND JULY 2021...

	June	July	Difference
Unique Borrowers	3,754	4,003	+ 6%
Curbside Checkouts/ Total Circulation	20,582	21,276	+ 3%
Reference Help	2,618	2,302	- 13%
Door Count	8,788	6,901	- 27%
Computer Sessions	1,139	1,381	+ 18%
*The libraries reopened to the public on June 2 nd for in-person browsing and staff interaction. Note: these numbers are a month behind due to reporting timeframes			

THANK YOU NOTE: The Flagstaff Public Library recently received a thank you note sent along with an Interlibrary Loan from librarian Bekah Wilce of the Elfrida Library: "Thank all of you at the Flagstaff Public Library for all of the great Interlibrary Loans, and for all of the many years of great reads. We moved around a lot when I was a kid, but when we got to Flagstaff we stayed – must have been the fantastic library, by far my favorite of my childhood. And I'm sure I never thanked you properly then. I'm quite sure I wouldn't be a librarian now without you. Thank you!"

EFCL NEW HIRES: We are very excited about our 4 new hires! Eric Dovigi, Tamara Guillory, Kristi Luedde, and Alexandra Wittenberg joined the EFCL team this month. We have never trained this many people at once, but everyone is pitching in and so far they are learning quickly. Welcome!

EFCL WEEDED MATERIALS: We continue to weed like crazy as our shelf space is desperately limited. They are all getting great new homes; some are being sold back to Baker & Taylor, and those they will not accept are being shared with the community. Most recently a drop off of books was made to the seniors at Haven Health, and an art teacher at Sinagua Middle School will be happily repurposing some of our old magazines!



TOURISM & VISITOR SERVICES

AZ GOVERNOR'S CONFERENCE ON TOURISM: Staff attended the annual conference in-person and received two awards – 1) Best Tourism Partnership Rural Award for PLEDGE FOR THE WILD in partnership with Flagstaff Trails Initiative and 2) Tourism Best of Service Crisis Response Award with Canyon Diablo Distillery for transforming distillery manufacturing into making hand sanitizers and delivering to the reservation during COVID.



FRIENDLY REMINDER: **TOURISM MONTHLY COFFEE KLATCH**

The Discover Flagstaff team hosts a get together each month where industry partners gather to hear more about what the team is doing to market the destination and offers a stakeholder roundtable. At the end of each meeting, staff has pre-arranged for attendees to pick up coffee or a pastry (on us!) at one of our many local coffee shops. This gathering happens the second Friday of each month at 8:30 a.m. Currently, these gatherings are virtual, but we hope they will go back to in-person soon. *If you are interested in joining us, please reach out to Carrie Nelson at cnelson@flagstaffaz.gov for the link.*



LODGING METRICS:

(From JULY 2021 – Note: we always report a month behind)

- **Occupancy:** 80.4% compared to 84.2% (2019 pre-COVID)
- **Average Daily Rate (ADR):** \$137.75 compared to \$115.61 (2019 pre-COVID)
- **Revenue per available room (RevPAR):** \$110.72 compared to \$97.34 (2019 pre-COVID)

July	2019	2020	2021	Diff
OCC	84.2%	68.1%	80.4%	+18%
ADR	\$115.61	\$95.75	\$137.75	+43.9%
RevPAR	\$97.34	\$65.24	\$110.72	+69.7%

The proven formula of engaged stakeholder businesses, Economic Vitality, City Leadership support and an amazing destination that folks want to explore has kept the tourism economy strong in Flagstaff. July's aggregate RevPAR number is greater than pre-pandemic July 2019. The accommodations industry in Flagstaff took a strong stance on rate for the month of July which did influence the occupancy, but the overall RevPAR number is outstanding.

VISITOR SERVICES:

- **MODEL TRAIN:** Model Train ran 115 times in the month of August. Only costs a quarter...fun for the kids!
- **STAFFING:** Lisa Talayumptewa started at the Visitor Center on August 23rd; she is taking on the role of Visitor Services Specialist in charge of our retail element. She comes to us with gift shop experience from the Hopi Tribal gift shops and knowledge of Flagstaff and Northern Arizona.
- **WALK-INS & RETAIL SALES:** We're still down compared to 2019, but staff was hard at work giving visitor information out all month.

August	2019	2020	2021	Compared to 2020	Compared to 2019
Walk-ins	15,255	7,231	8,806	22%	-42%
Retail Sales	\$30,190	\$18,488	\$23,957	30%	-21%

MEETINGS/EVENTS/CONFERENCES:

CONFERENCE/ROOMS LEADS/BOOKINGS: Staff sent out 1 lead for a total of 70 room nights and estimated economic impact of \$17,430.

MEETINGS: Staff attended Creative Flagstaff Committee Meetings and Board Meeting, FLP Board Meetings, EAC Meeting, attended 3 partner meetings and the Governor's Conference on Tourism.

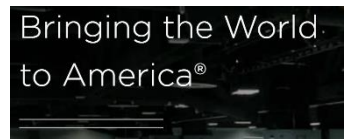
AZ LEAGUE OF CITIES: Staff helped to organize and man the booth for our Council at this year's AZ League of Cities event. The theme was **"No Ordinary Arizona – Dark skies, cool temps, and extra-special attractions."** Along with our Discover Flagstaff staff, we had Lowell Observatory in attendance and Northern Arizona University promotional items available for hand out to all alumni present.
Thanks to Jessica Young, Carrie Nelson and Danielle Adams!



TRAVEL TRADE:

MEETINGS/EVENTS:

- Stakeholder meetings with Little America, Embassy Suites, & Ascend Hotels
- Client meetings with Free Spirit Vacations, Destination America, PLACES.COM
- Brand USA Webinar
- Trafalgar Tours Site Inspection agenda
- Flagstaff Sister Cities Board Meeting: Created Spanish content google drive for Manzanillo
- Europe trip planning
- IPW Trade Show Appointment Scheduling & Prep Work – **check out the booth display below...**



MARKETING & MEDIA:

- Herrmann Group/UNTraveled Campaign
- AOT Rural Co-op Meeting
- TourOperatorLand Road Trip content
- El Imparcial, Mexico advertising evaluation

MARKETING & MEDIA RELATIONS: (August produced 35 print articles and 91 digital articles.)

- August proved to be a great month receiving coverage on festivals, food, road trips, national monuments and Flagstaff's beautiful sunflowers.
- Discover Flagstaff provided regular assistance to writers such as Teresa Traverse and Blair Frodelicious with ideas, images and content about Flagstaff which contribute to stories in blogs and traditional media outlets to promote Flagstaff tourism.
- An AOT/Discover Flagstaff media familiarization tour with Guiomar Ochoa produced a great Arizona segment on ABC Portland that included her visit in Flagstaff arriving by **Amtrak's Southwest Chief** and Grand Canyon Tour.
- Several outlets shared Mother Road's news of a \$30,000 donation to AZGF from the sales of the **Conserve and Protect Golden Ale**.
- **Flagstaff was named as a top "second city" destination** that was reported in several news outlets and interviewed Debbie Johnson at the AOT and Sam Green from the Weatherford Hotel.

Discover Flagstaff procured eleven stories in addition to multiple media assists in the month of August.

- Print (circ: 696K/value: \$6k) Broadcast (reach: 11.8m/value: \$109K)
- Digital (reach: 284m/value: \$2.6m)
- International Coverage (circ. 298m/value: \$2.7M)

See below for digital article highlights, please enjoy the read...

35 National Parks You Can Tour Online Right Now (Wupatki, Grand Canyon)

<https://www.rd.com/list/national-parks-you-can-tour-online/>

Flagstaff named as a top 'second city' destination by MarketWatch

<https://www.abc15.com/news/state/flagstaff-named-as-a-top-second-city-destination-by-marketwatch>

9 Must-See Abandoned Places to Explore in Arizona

<https://www.thrillist.com/lifestyle/phoenix/abandoned-places-in-arizona>

Fun, Family Vacation (Guiomar Ochoa)

<https://katu.com/afternoon-live/lifestyle-health/fun-family-vacation>

Mother Road Brewing Co. Donates \$30,000 to Support Wildlife Conservation in Arizona

<https://mybeerbuzz.blogspot.com/2021/08/mother-road-brewing-co-donates-30000-to.html>

The 7 best road trips in Arizona (Sunset/Wupatki)

<https://www.lonelyplanet.com/articles/arizona-best-road-trips>

Road trip food stops you need to try in every state (Satchmos)

<https://news.yahoo.com/road-trip-food-stops-try-193302154.html>

7 Best Things We Ate This Week (Flagstaff restaurants)

<https://www.phoenixmag.com/2021/08/20/7-best-things-we-ate-this-week/>

Enjoy a leisurely trip through the state of Arizona

<https://www.luxurytravelmagazine.com/news-articles/enjoy-a-leisurely-trip-through-the-state-of-arizona>

9 of the Best U.S. Adventure Destinations (Northern Arizona #2)

<https://www.travelagewest.com/Travel/Adventure-Travel/Best-US-Adventure-Destinations-Outdoor-Adventures>

4 last-minute Labor Day weekend getaway ideas in Arizona: Route 66, slot canyons and more (slides 25-45)

<https://www.azcentral.com/story/travel/arizona/road-trips/2021/08/25/labor-day-weekend-2021-things-to-do-in-arizona/8102249002/>

GSN Event Alert: Flagstaff Oktoberfest Celebrates 12 Years

<https://goodspiritsnews.wordpress.com/2021/08/31/gsn-event-alert-flagstaff-oktoberfest-celebrates-12-years/>

WEBSITE:

Analytics compare 2021 to pre-COVID 2019:

- Domestic visits increased 29% and lead by our drive market: AZ (metro PHX is up 42%, CA (LA, San Diego, San Fran) is up 51%, TX (Dallas and Houston) is up 47%, NV (Las Vegas) is up 9% and FL rounds out the top 5 and they are up 44%.
- Great news to share on the UK -- their engagement increased 54%. The balance of international markets is not showing growth.

Site content strengths for most visited pages are: Things to Do which increased 13%, Webcams increased 52%, events and festivals were the #4 most visited page and were flat to 2019, and where to stay increased 237%.

EMAIL CAMPAIGN:

Month-over-month comparisons:

Email campaign benchmarks are set at 17% open rate and 3% CTR by trustworthy sources such as Mail Chimp and Campaign Monitor. The Discover Flagstaff email campaign will reach its year anniversary in July 2021, the Flagstaff Local email campaign will reach its year anniversary in February 2022.

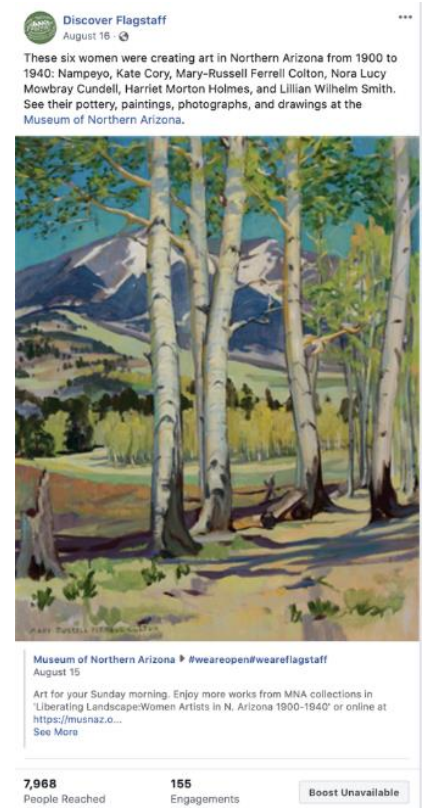
- The August open rate is 29%, a 2% increase from 27%, with an increase in CTR from 9% to 11%.
 - Year-over-Year comparison
 - August 2020
 - We did not launch an email during August 2020 in order to reformat
 - August 2021
 - Open 29%
 - CTR 11%
 - Top clicks went to the Sunrise/sunset Blog, Nostalgic Road Trip, and Snowbowl. Subsequently, we had 54 Visitor Guide Requests and over 600 conversions to the Discover Flagstaff website.
- The Flagstaff Local e-newsletter continues to perform strongly with very few unsubscribes in its early stages. People are scrolling to the bottom of the newsletter with the click-through rate to prove it, actively clicking links located at the very bottom of emails. Both the open rate and click-through rate improved MoM. A send-time of 9am is performing the strongest over any other launch time for this email campaign.
 - There have been six total campaign sends.
 - Emails include the photo submission contest winners to encourage even more active participation, showing that action does sometimes result in a reward, and those rewards are listed too. The Flag Local emails have raised awareness about five winners, accompanied by a picture of them picking up their prize from the Visitor Center.

- August 2021
 - Open rate 33%
 - Click-through rate 8%
- Top clicks went to The Pledge, Flagstaff Hiking Trails, and the Flagstaff Local website.

SOCIAL MEDIA:

Analytics compare 2021 to 2020 and pre-COVID 2019:

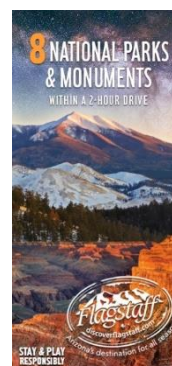
- Facebook drops 1% when compared to 2020 and has grown back to 1% comparing to 2019.
- YouTube is at 2% compared to 2020 and has grown back at 26% compared to 2019.
- Instagram is at 11% compared to 2020 and has grown back at 53% compared to 2019.
- Twitter is at 4% compared to 2020 and has grown back at 11% compared to 2019.
- Flagstaff Happenings subscriber rate is rebounding to above 5000 subscribers.



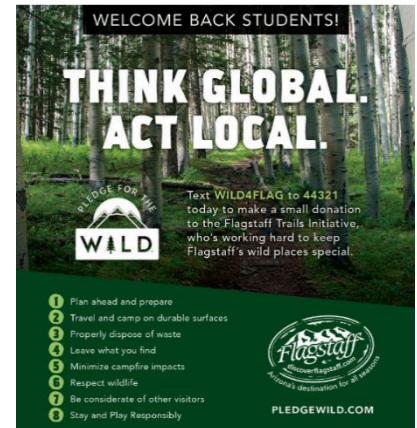
CREATIVE SERVICES:

ADVERTISING:

- **DIGITAL ADS:** Produced digital ad campaigns for our new digital ad server, Datafy (formerly See Source). Produced print ad for October *D Magazine* (Dallas publication). Produced Woobox sweepstakes banners.
- **FY21 ANNUAL REPORT/FY22 MARKETING PLAN:** In progress. Will be printed and available at the October Stakeholder's Event.
- **LEGENDS DISTRICT BILLBOARD (PHOENIX):** In progress. Reviewed illustrators' work and produced early mock-up. Installation is planned for late February.
- **FLAGSTAFF TRAIL INITIATIVE:** Designed poster, flyer and rack card promoting trail etiquette, FTI, Discover Flagstaff and Pledge for the Wild. In review with FTI board.
- **DARK SKIES PARTNERSHIP:** Met with members of the Dark Skies Coalition to discuss current activities and marketing ideas.

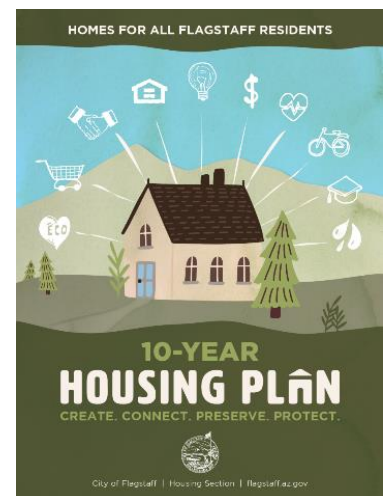
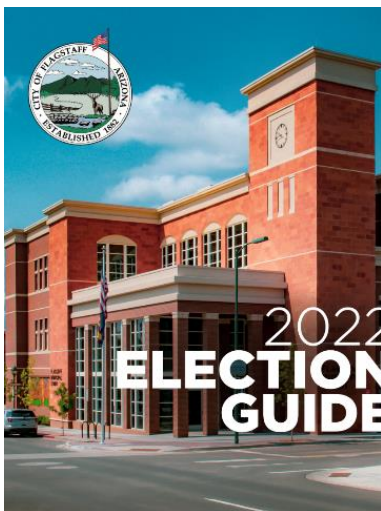


- **ARBORETUM BOARD:** Designed and installed eight 40th Anniversary posters at Cline Library for a month-long exhibit.
- **OUTDOOR MAGAZINE AD:** Designed a full-page ad for Outdoor Magazine for Choose Flagstaff
- **WELCOME BACK AD:** Created a full-page print ad and digital ads for the Welcome Back edition of the AZ Daily Sun
- **THINK GLOBAL ADS:** Designed the local print ads for September
- **NAIPTA AIRPORT BANNERS:** Produced new NAIPTA bus banners for the Airport
- **NAU SKYDOME AD:** Designed the NAU Sky dome backlit board featuring the Airport of Visit. Discover. Grow.
- **ANNUAL MEETING INVITE:** Created the Annual Meeting invitation PDF and video
- **IPW DISPLAYS:** Created pop-up tabletop displays for IPW
- **TRADESHOWS:** Created two backdrops for IPW coming up in September
- **TRADESHOWS:** Created a backdrop and a table pop-up for AZ League of Cities



CITY JOBS:

- **PARK FLAG SIGNS:** Designed curbside parking signs for Park Flag
- **CITY LETTERHEAD:** Created a new letterhead design for the Flagstaff Mayor
- **REGIONAL PLAN BRANDING:** Worked on the Regional Plan logo comp and attended a branding project meeting
- **CITY MANAGER'S OFFICE:** Created a vaccine info flyer
- **CITY MANAGER'S OFFICE:** Created a PowerPoint template for the City Manager's Office
- **POLICE:** Assisted with the planning for a PD recruitment video
- **HOUSING:** Assisted with the cover design for the 10-year Housing Plan
- **CITY CLERK:** Assisted with the cover design for the 2022 Election Guide
- **ENGINEERING:** Created business card designs for the division



FLAGSTAFF LOCAL – MY ACTIONS MATTER

WINNER:

Our past winner of Flagstaff local picked up her prizes and had this below to say.



...this has been so fun, and I love spending my hard-earned money at local businesses.

I need this pass because I recently started back to graduate school and I don't have a student ID!



Thanks again,
Christine

THANK YOU for your continued support
of the Economic Vitality Division
for the City of Flagstaff!
We work to
enhance your quality of life 365 days a year!!!